

MIKEKEL ROBINSON

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LinkedIn Profile

EDUCATION

Hampton University | School of Business

MBA In Marketing Concentration

Hampton, VA

August 2025 - Present

Texas Southern University | School of Communication

M.A. In Professional Communication & Digital Media

B.A. In Broadcast Journalism

Houston, TX

Graduated May 2025

Graduated May 2023

PROFESSIONAL EXPERIENCE

CACHE AI

Social Media Content Intern

Houston, TX

June 2025 - August 2025

- Partnered with the founding team to develop Cache AI's brand voice and social media launch strategy.
- Produced engaging content for LinkedIn, Instagram, and TikTok to grow awareness and community in the AI space.
- Managed a weekly content calendar and designed graphics spotlighting high school athletes using Canva.

HBCU All-Star Game

Social Media Intern

San Antonio, TX

March 2025 - April 2025

- Created and shared real-time content across social platforms, driving engagement throughout HBCU All-Star Game weekend.
- Produced behind-the-scenes videos, player spotlights, and fan interactions to elevate brand visibility and showcase HBCU culture.
- Collaborated with media and event teams to execute strategic social coverage, contributing to a successful digital campaign and increased social impressions.

Kinders Texas Bowl

Marketing & Events Volunteer Intern

Houston, TX

Dec 2024 - Jan 2025

- Assisted with marketing efforts and event activations to enhance fan engagement and promote the Texas Bowl brand.
- Supported the coordination and execution of Bowl Week events, ensuring smooth operations and a positive experience for participants.
- Collaborated with event staff and volunteers in a high-energy environment, contributing to the success of one of Houston's premier sporting events.

ESPN Houston 97.5

Media Intern

Houston, TX

August 2023 - Dec 2023

- Voiced & Produced over 50+ hours of live broadcast content, ensuring high-quality audio for live shows.
- Managed sound mixing board, maintaining proper audio levels for optimal broadcast quality.
- Coordinated with production teams and assisted hosts in delivering engaging show content.

AAU Track & Field Junior Olympics Games

Event Management & Operations Intern | Social Media Influencer

Des Moines, IA

June 2023 - August 2023

- Increased social media engagement by 25% through strategic content creation and event promotion.
- Assisted with event preparation and execution, ensuring smooth operations during competitions.
- Produced written, video, and image content for marketing campaigns on multiple platforms.

RESEARCH EXPERIENCE

NBA Foundation Tech Challenge, Afrotech Conference

TSU Representative Pitch Competition Presenter

Houston, TX

Nov 2024

- Engaged in a competitive, tech-driven event focused on solving real-world challenges at the intersection of sports, technology, and innovation.
- Collaborated with industry professionals and peers to ideate, strategize, and present cutting-edge solutions that enhance fan engagement, streamline operations, and drive digital transformation within the NBA ecosystem.
- Gained hands-on experience in leveraging emerging technologies and data-driven insights, showcasing creativity and analytical skills in a fast-paced environment dedicated to advancing sports technology.

ONA HBCU CHOHORT Digital Media Fellowship

Digital Media Fellow

Atlanta, GA

Sept 2024

- Collaborated on a digital project under the guidance of Michael Grant, founder of Get Current Studio, enhancing my technical and creative skills in digital media.
- Gained hands-on experience with emerging technologies relevant to online journalism, including tools for multimedia storytelling and audience engagement.
- Developed insights into best practices for digital news production and tech integration in journalism.

LICENSES

Champions School of Real Estate

Real Estate Licenses

Houston, TX

Feb 2026 - Present

LEADERSHIP EXPERIENCE

HerScript Texas Southern University

Advisor

Houston, TX

May 2025 - Present

- Advise and mentor members of herScript, fostering professional growth, networking, and community for Black Women pursuing careers in technology.
- Support organizational initiatives by guiding program development, corporate partnerships, and advocacy efforts that promote diversity and inclusion in STEM.

AFFILIATIONS

Delta Sigma Theta Sorority, Incorporated

Nov 2021 - Present

HONORS & AWARDS

2026 EICOP FINALIST

Entertainment & Community Impact Program

LA/NY/ATL

Nov 2025 - Present

- Selected as a finalist in a competitive program recognizing outstanding performance in entertainment and community impact initiatives.
- Participated in professional development workshops, networking events, and hands-on projects focused on the intersection of media, sports, and community engagement.

Proficient in: Adobe Premiere Pro, Final Cut Pro, Davinci Resolve, Microsoft Office Suite, Avid, Trello, Canva, Writer, Social Flow, Dash Hudson, Creators Studio